

**CANSO**

# CANSO SPONSORSHIP & ADVERTISING

SHAPING  
OUR  
FUTURE  
SKIES

# Advertising and Sponsorship Opportunities



*airspace* magazine is read by around

**21,500**

industry professionals



*airspace* and *ATM News* reach

**15,000**

email subscribers from 100+ countries



canso.org has over

**20,000**

users per month



our webinars are attended by

**+12,000**

participants annually

## AIRSPACE MAGAZINE

*airspace* is CANSO's magazine for ATM and aviation's key players, and includes perspectives from top managers and thought-leaders, and technical insights from industry experts and partners.

*airspace* features a dynamic range of content, read in over 100 countries by around 21,500 industry professionals.

Both advertising and advertorial opportunities are available (see *airspace* advertorials)

## AIRSPACE ADVERTORIALS EMAIL ADVERTISING

Advertorials provide the opportunity to position your organisation as an expert in its field by publishing current, relevant information and compelling ideas.

*airspace* offers one page sponsored content advertorials that will also include your company's logo and contact details. The editor of the issue will provide guidance on the planned content of the relevant issue and advice on what might best complement the issue.

*airspace* takes care of the editing, proofreading and design of pages, so all you need to contribute is the text, and name of the author along with details. Advert copy deadlines must be respected in order to ensure high-quality results. Logos and any graphs or images should be high-resolution preferably in vector format (SVG, EPS, PDF, AI).

ATM News is our weekly digital newsletter which is emailed to over 6,300 subscribers from over 100 countries. Based on news from CANSO and CANSO Members, it provides the ATM industry intelligence on key developments and improvements, including; contracts won, projects, technology, programmes and partnership updates. Issued to a broad range of individuals from across the industry, this is the perfect place to raise the profile of your organisation to potential customers and peers.

## WEBSITE ADVERTISING

The CANSO website is a top online platform and leading information resource for ATM. From Member and event updates, to the latest policies and safety issues, the website is a constant flow of information with easy to download publications and programmes.

With over 20,000 users per month, the CANSO website is an effective online channel to promote your company. CANSO offers Members digital advertising packages to suit all budgets and encourages you to get in touch to discuss options.

## WEBINARS

CANSO offers a number of webinars on a range of topics that allow Members to share expert advice and knowledge to a diverse group of professionals in the aviation industry with content that is informative, stimulating and educational.

CANSO Members are invited to utilise this platform to host their own webinars, offering the opportunity to showcase expertise, educate the market, engage with the industry and grow contact and business leads.

## EVENT SPONSORSHIP

CANSO hosts a number of Face to Face and web-based events through out the year bringing together the world-wide ATM community within regions and globally.

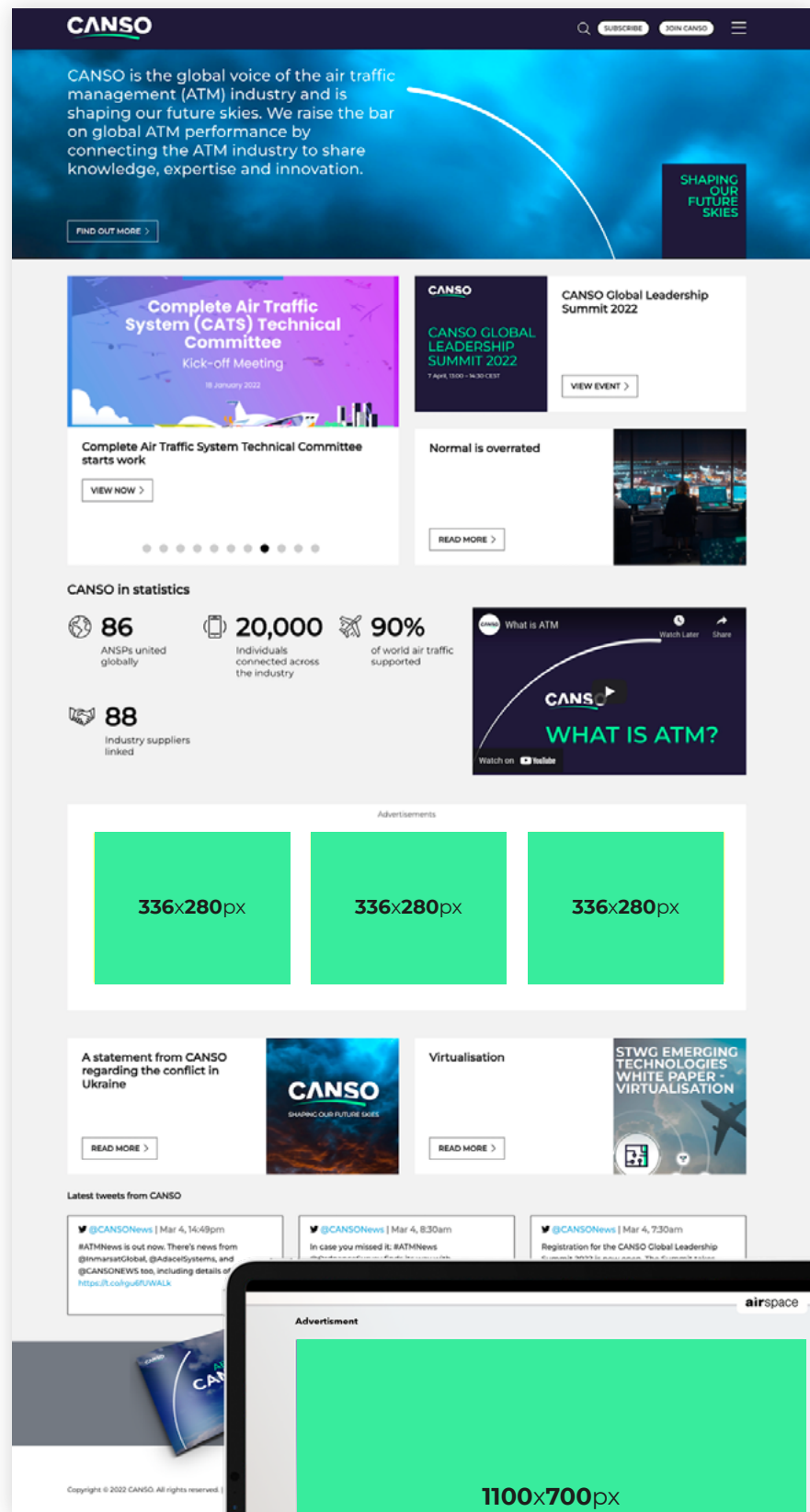
CANSO also partners with ATCA to deliver the world's leading ATM event – World ATM Congress which takes place yearly in Madrid.

These events offer unique opportunities to raise your organisation's profile, extend your global and regional reach and promote products and services through sponsorship or exhibition packages.

Standard packages are offered within this brochure but CANSO is happy to discuss other options that meet your needs.

The full programme of events can be found at [canso.org/events/](https://canso.org/events/)





# Magazine, website & email formats

## AIRSPACE MAGAZINE

### Static

Dimensions:	1100 x 700 pixels
Colour:	RGB
Format:	PDF with font outlined

### Video

Dimensions:	1100 x 700 pixels
Colour:	RGB
Format:	MP4 or MOV
Time length:	Maximum 3 minutes

## WEBSITE ADVERTISING

### Large rectangle

Dimensions:	336 x 280 pixels
Colour:	RGB
Format:	JPG, PNG or animated GIF

## ATM NEWS ADVERTISING

We are happy to use the supplied website advertising for our email advertisements. The ratio is the same, however it will be reduced in size.

Dimensions:	160 x 133 pixels
Colour:	RGB
Format:	JPG, PNG or animated GIF



*airspace* is an important platform for aviation, showcasing key developments, insight and success stories. It offers space for thought-leaders and innovators to share perspectives, ignite debate and showcase solutions, and for CANSO to explore key issues and the latest industry initiatives. We are really excited to have launched a digital-first publication and look forward to developing this experience for our readers and contributors.

**Simon Hocquard,**  
**Director General of CANSO**

*airspace* magazine is a great one-stop-shop to hear from CANSO members about their plans, priorities, and concerns. And now it's in an environmentally friendly, digestible digital format you can read on your phone.

**Conor Mullan,**  
**Managing Director of Think Research**

*airspace* is an important air traffic management publication. It provides us with useful insight into the developments and innovation that are affecting the aviation industry. Air navigation service providers and suppliers alike get useful insights into the challenges they face and the opportunities we must embrace.

**Don Thoma,**  
**CEO of Aireon**

The ATM industry is going through rapid changes, with currently significantly impacted traffic flows combined with continued requests from new entrants constantly requiring innovative solutions. *airspace* provides essential information and key learnings on how regions around the world are evolving, and what our peers, suppliers and customers are doing to transform operations safely. We are at an important point in ATM, and *airspace* too is adapting to meet our changing world.

**Captain Gilbert Kibe,**  
**Director General of Kenya Civil Aviation Authority**

## Marketing Webinars Brought to You By CANSO

**Virtual event platforms have become a staple of the modern marketing mix. You are also invited to utilise the CANSO platform to host your own webinars to showcase expertise, educate the market, engage your key target market and grow your business leads.**

**CANSO Webinar platform provides you with the opportunity to:**

1. Host an event on a subject matter of your choice
2. Generate leads and make new connections
3. Conduct video meetings with new and existing clients
4. Network with industry peers
5. Communicate your key thought leadership messages
6. Showcase your products and solutions
7. Highlight your case studies
8. Review analytics to ensure a high return on investments relevant advertising agency.



Advertising terms

BILLING

Advertisements will be invoiced prior to the shipment of airspace. Payment should be received within 30 days of the invoice date. If payment is not received, CANSO reserves the right to cancel any advertising, publication orders and event registrations of the advertising company and / or its employees. Responsibility for paying invoices ultimately lies with the advertiser – also for bookings made by the relevant advertising agency.

COPY DELIVERY

It is the advertiser's responsibility to provide the materials before the copy deadline date as specified in the advertising schedule. airspace does not accept responsibility for any loss as a result of misprints in ads that are supplied in any formats other than those specified by airspace.

LIABILITY

The airspace editorial calendar may be changed without prior notice. airspace is free to change all characteristics of the magazine without prior notice to the advertisers. airspace does not accept liability for any loss or damage resulting from such changes in the planned production and/or launch dates of airspace.

Note: CANSO and airspace reserve the right to refuse any advertisement or cancel any pre-paid advertisement as it deems appropriate to avoid conflicts of interest and to make decisions in the best interest of the association.

NON PUBLICATION

airspace is not responsible for any loss as a result of delay or non-delivery of airspace.

CANCELLATIONS

Cancellations must be received by CANSO in writing. The following charge will apply if the cancellation is received at the CANSO office by the following dates:

More than four weeks before the advertising deadline	No charge
Less than four weeks before the advertising deadline	50% cancellation fee will apply. Alternatively the advertising spot can be reassigned to the next issue at the normal rate.
Less than one week before the advertising deadline	100% fee will apply

CONTACT



**Richard Hijnekamp**  
Finance and Associate Member  
Relations Director  
[richard.hijnekamp@canso.org](mailto:richard.hijnekamp@canso.org)

AIRSPACE DATES

	Publication launch	Copy deadline	Advertising deadline
Quarter 1, 2022	31 March 2022	28 February 2022	15 March 2022
Quarter 2, 2022	30 June 2022	31 May 2022	15 June 2022
Quarter 3, 2022	30 September 2022	31 August 2022	15 September 2022
Quarter 4, 2022	20 December 2022	31 November 2022	5 December 2022

Advertising Rates

	Non members	Silver Member	Gold Member	Intermediate Member	Full Member
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AIRSPACE ADVERTISING

Video advertisement	€3.360	€2.400	€1.875	€1.750	€1.585
Static advertisement	€2.800	€2.000	€1.550	€1.440	€1.320

WEBSITE ADVERTISING

Homepage 3 months	€1.800	€1.500	€1.170	€1.080	€990
Homepage 6 months	€3.240	€2.700	€2.070	€1.945	€1.780
Homepage 9 months	€4.600	€3.825	€2.980	€2.750	€2.525
Homepage 12 months	€5.750	€4.800	€3.750	€3.455	€3.150

MARKETING WEBINARS BROUGHT TO YOU BY CANSO

1 event*	-	€3.000	€3.000	€3.000	€3.000
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ATM NEWS ADVERTS

3 months	€2.150	€1.800	€1.350	€1.250	€1.150
6 months	€3.870	€3.240	€2.450	€2.250	€2.050
9 months	€5.480	€4.650	€3.440	€3.185	€2.930
12 months	€6.880	€5.760	€4.320	€4.000	€3.680

Note: All prices are ex-VAT

\*This refers to the provision of a basic webinar with no break-out groups or translation. CANSO can tailor events to meet your requirements.

# CANSO Event Sponsorship opportunities

## Global ATM Summit and AGM

CANSO brings together global leaders from across the aviation industry to discuss key contemporary issues and projects.



## CANSO Activities in Madrid

CANSO brings together a number of high profile events including the Executive Summit and CANSO Networking Cocktail Event before World ATM Congress, countless other networking opportunities, CANSO Standing Committee and Regional meetings throughout the course of the entire Madrid week.



## World ATM Congress

CANSO co-hosts WATMC with ATCA. This combines a large scale exhibition, world class conference and premier network opportunities. Be sure to book your place, consider exhibiting and visit the CANSO stand to learn about the latest ATM trends and developments.



## Asia Pacific Conference

Hosted in one of the world's busiest air transport regions this is the one event in the year that unites senior ANSP executives, colleagues and suppliers from across the region.



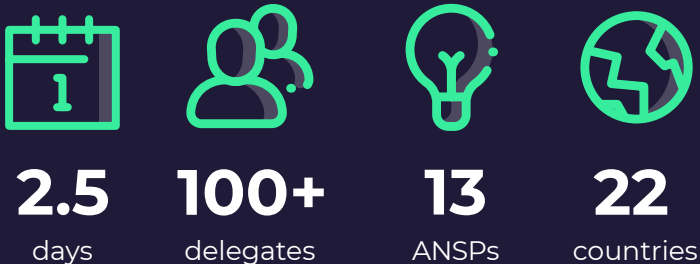
## Africa Conference

Hosted in an important developing region uniting key executives from all stakeholder groups across the region.



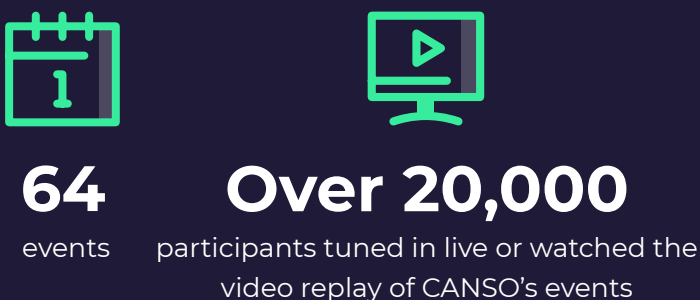
## Latin America and Caribbean Conference

A key event in the (LATAM/CAR) region which continues to be a thriving air traffic market.



## Virtual Events

In response to the COVID-19 Pandemic CANSO delivered an incredible programme of virtual events so that we could continue to create value for our members. While in-person events will return, virtual events will continue to provide a key platform for members.





# CANSO Event Sponsors

	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Exhibition Package	Expected
<b>CANSO Latin America and Caribbean Conference 2022</b>	€20,000	€15,500	€8,250	€6,500	November 2022
<b>CANSO Asia Pacific Conference 2022</b>	€20,000	€15,500	€8,250	€6,500	2 & 3 November 2022
<b>CANSO Africa Conference 2022</b>	€18,000	€13,500	€7,000	€5,000	September 2022
<b>2022 Executive Summit / AGM</b>	€25,000	€20,000	€8,700	N/A	Monday 20 June 2022
<b># of sponsors</b>	1	1	N/A	N/A	N/A
<b>2022 Cocktail Reception</b>	VIP packages and sponsorship opportunities are available on request				Monday 20 June 2022

	LAC	APAC	Africa	"Executive Summit"
<b>Welcome Reception</b> - Exclusive sponsor of the Welcome Reception	€9,000	€9,000	€5,700	
<b>Lunch Sponsor</b> - Exclusive branding of lunch stations in the networking/ exhibition area	€8,800	€8,800	€5,700	€13,000
<b>Workshop Sponsor</b> - Organise your own workshop the day before the event starts	€8,500	€8,500	€8,500	
<b>Registration Desk</b> - Branding at peak registration times	€5,200	€5,200	€3,300	€8,000
<b>Delegate notebook</b> - Brand the notebook with your company logo	€6,000	€6,000	€5,200	€8,000
<b>Coffee Sponsor</b> - Exclusive branding of coffee stations in the networking/ exhibition area	€6,000	€6,000	€5,000	€7,000
<b>Lanyard Sponsor</b> - Exclusive Branding of Lanyards	€5,500	€5,500	€3,500	€7,000
<b>Chair drop</b> - Have a gift or marketing materials waiting on each delegates chair	€3,000	€3,000	€1,600	€2,000
<b>Table Top display</b>	€2,800	€2,800	€2,500	

# Sponsorship Package Contents

	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Exhibition Package
<b>1</b>	Gold Sponsor acknowledgement and logo across print and digital materials relating to the event	Silver Sponsor acknowledgement and logo across print and digital materials relating to the event	Bronze Sponsor acknowledgement and logo across print and digital materials relating to the event	
<b>2</b>	Main Room Speaking Session			
<b>3</b>	Acknowledgement and thanks given by the chairperson of the event	Acknowledgement and thanks given by the chairperson of the event		
<b>4</b>	Email Blast to delegates			
<b>5</b>	Full Page Advertising in programme	Full Page Advertising in programme		
<b>6</b>	Full page advert in issue of AirSpace	Full page advert in issue of AirSpace	1/2 page advert in issue of AirSpace	1/2 page advert in issue of AirSpace
<b>7</b>	Exhibition space , circa 9sqm. Supplier provided to order furniture	Exhibition space , circa 6sqm. Supplier provided to order furniture	Exhibition space , circa 6sqm. Supplier provided to order furniture	Exhibition space , circa 6sqm. Supplier provided to order furniture
<b>8</b>	6 Delegate Passes	4 Delegate Passes	2 Delegate Passes	2 Delegate Passes

Note: All prices are ex-VAT  
 Note: CANSO Event Sponsorship Terms and Conditions can be made available on request.

